

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Innovative Advertising LLC
Attention: Heidi Guerra
4250 Hwy 22
Suite 7
Mandeville, LA 70471

<u>Contract / Revision</u> 586611 /		<u>Alt Order #</u>
<u>Product</u> Political		
<u>Contract Dates</u> 10/27/12 - 11/06/12		<u>Estimate #</u> 1035
<u>Advertiser</u> MS Supreme Court Dst 3		<u>Original Date / Revision</u> 10/26/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-34		
		<u>Total Ratings</u> 395.10
<u>IDB#</u> 8258	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METRC	10/29/12	11/06/12	WREG-TV News 3 Daybreak 5-6am			:30				NM	7	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$250.00	3.90			
		Week: 11/05/12	11/11/12	MT-----				2	\$250.00	3.90			
N 2	METRC	10/29/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$350.00	5.30			
		Week: 11/05/12	11/11/12	MT-----				2	\$350.00	5.30			
N 3	METRC	10/29/12	11/06/12	CBS This Morning	7-9am		:30				NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$200.00	0.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$200.00	0.00			
N 4	METRC	10/29/12	11/06/12	Price Is Right	10-11am		:30				NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$225.00	0.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$225.00	0.00			
N 5	METRC	10/29/12	11/06/12	Young and the Restless	11am-Noon		:30				NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$500.00	5.70			
		Week: 11/05/12	11/11/12	MT-----				2	\$500.00	5.70			
N 6	METRC	10/29/12	11/05/12	CBS Daytime	12:30-3pm		:30				NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$250.00	3.10			
		Week: 11/05/12	11/11/12	M-----				1	\$250.00	3.10			
N 7	METRC	10/29/12	11/05/12	Inside Edition/Jeopardy	3-4pm		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$600.00	4.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	METRC	10/29/12-11/04/12	Inside Edition/Jeopardy	3-4pm	MTuWThF----	:30		\$600.00	4.00	NM		
			<u>Credited</u>										
		Week: 11/05/12	11/11/12	M-----				1	\$600.00	4.00			
N 8	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

<u>Contract / Revision</u>	<u>Alt Order #</u>
586611 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/12 - 11/06/12	Political	1035

<u>Advertiser</u>	<u>Original Date / Revision</u>
MS Supreme Court Dst 3	10/26/12 / 10/31/12

www.wreg.com

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$300.00 6.80 Week: 11/05/12 11/11/12 M----- 1 \$300.00 6.80													
N 9	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 530pm	News at 530pm (M		:30				NM	1	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M-W-F-- 4 \$900.00 6.70													
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 530pm	News at 530pm (MM--W--F----		:30		\$900.00	6.70	NM		
	See MG 9.7												
	3	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 530pm	News at 530pm (MM--W--F----		:30		\$900.00	6.70	NM		
	See MG 9.7												
	4	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 530pm	News at 530pm (MM--W--F----		:30		\$900.00	6.70	NM		
	See MG 9.7												
	5	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 530pm	News at 530pm (MM--W--F----		:30		\$900.00	6.70	NM		
	See MG 9.7												
	7	METRC	10/29/12-10/29/12	WREG-TV News 3 @ 530pm	News at 530pm (MM-----		:30		\$4,500.00	6.70	NM		
	Ⓜ MG for 9.6,9.5,9.4,9.3,9.2												
	Week: 11/05/12 11/11/12 M----- 1 \$900.00 6.70												
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		6	METRC	11/05/12-11/11/12	WREG-TV News 3 @ 530pm	News at 530pm (MM-----		:30		\$900.00	6.70	NM	
	See MG 9.7												
N 10	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	6	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$450.00 6.90 Week: 11/05/12 11/11/12 M----- 1 \$450.00 6.90													
N 11	METRC	10/29/12	11/05/12	Entertainment Tonight	6:30-7pm		:30				NM	6	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$550.00 5.60 Week: 11/05/12 11/11/12 M----- 1 \$550.00 5.60													
N 20	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	6	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$500.00 6.20 Week: 11/05/12 11/11/12 M----- 1 \$500.00 6.20													
N 21	METRC	10/29/12	11/05/12	Late Late Show	11:35pm-12:37am		:30				NM	6	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$75.00 0.60 Week: 11/05/12 11/11/12 M----- 1 \$75.00 0.60													
N 22	METRC	10/29/12	11/05/12	Monday Prime	7-8pm		:30				NM	2	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,750.00 3.70 Week: 11/05/12 11/11/12 M----- 1 \$1,750.00 3.70													
N 23	METRC	10/29/12	11/05/12	Monday Prime	8-9pm		:30				NM	2	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,750.00 4.80 Week: 11/05/12 11/11/12 M----- 1 \$1,750.00 4.80													
N 24	METRC	10/29/12	11/05/12	Monday Prime	9-10pm		:30				NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,000.00 6.00 Week: 11/05/12 11/11/12 M----- 1 \$1,000.00 6.00													
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		2	METRC	11/05/12-11/11/12	Monday Prime	9-10pm	M-----	:30		\$1,000.00	6.00	NM	
	Credited												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
586611 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/12 - 11/06/12	Political	1035

<u>Advertiser</u>	<u>Original Date / Revision</u>
MS Supreme Court Dst 3	10/26/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 25	METRC	10/30/12	10/30/12	Tuesday Prime	7-8pm		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$3,000.00	8.00			
N 26	METRC	10/31/12	10/31/12	Wednesday Prime	7-8pm		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,000.00	4.90			
N 27	METRC	11/01/12	11/01/12	Thursday Prime	7-8pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,500.00	6.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	METRC	10/29/12-11/04/12	Thursday Prime	7-8pm	----Th-----	:30		\$1,500.00	6.40	NM		
				Credited									
N 28	METRC	11/01/12	11/01/12	Thursday Prime	8-9pm		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$900.00	6.00			
N 29	METRC	11/01/12	11/01/12	Thursday Prime	9-10pm		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$900.00	5.30			
N 31	METRC	10/27/12	11/03/12	News Channel 3 Daybreak	6-9am		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$450.00	4.70			
Week:		10/29/12	11/04/12	-----S-				1	\$450.00	4.70			
N 34	METRC	10/28/12	11/04/12	WREG-YV News 3 Daybreak 6-8am			:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$450.00	5.00			
Week:		10/29/12	11/04/12	-----S				1	\$450.00	5.00			
N 35	METRC	10/27/12	11/03/12	NCAA Football	230p-6p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$2,000.00	9.50			
Week:		10/29/12	11/04/12	-----S-				2	\$2,000.00	9.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	METRC	10/29/12-11/04/12	NCAA Football	230p-6p	-----Sa--	:30		\$2,000.00	9.50	NM		
				Credited									
	3	METRC	10/29/12-11/04/12	NCAA Football	230p-6p	-----Sa--	:30		\$2,000.00	9.50	NM		
				Credited									
N 36	METRC	10/28/12	11/04/12	NFL Football (Early)	12n-315p		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,000.00	6.40			
Week:		10/29/12	11/04/12	-----S				1	\$2,000.00	6.40			
N 37	METRC	11/03/12	11/03/12	NCAA Football	230p-6p		:30				NM	1	\$7,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$7,100.00	0.00			
Totals										395.10		94	\$60,625.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$4,900.00	\$4,165.00
10/29/12 - 11/06/12	90	\$55,725.00	\$47,366.25
Totals	94	\$60,625.00	\$51,531.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.